Values-Based Futures: Trends, Signals, and Values to Build the Library of the Future

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Foresight is fundamentally about the study of change.

We can learn a great deal about the future by looking at what is happening now.
“Foresight is thinking ahead to how trends, issues, and developments that can be observed in the present are likely to shape alternative futures

• What are the key forces that are shaping the future?
• What might be their possible outcomes?
• What implications could they have for the learning and actions that must happen in the present?”

“Being fanatically focused on the changing consumer behaviors across all sectors, not just [libraries] – whether because of digital tools or globalization or other generational factors...

The future of [libraries] will be defined by leaders who understand the larger context in which [libraries] operate, not by navel gazing.”
“The best cities start with values about what is important to them in the longer term. On this basis they establish principles they are truly committed to, that guide their actions....They must not be too obvious. Statements no one would disagree with gain little traction....The wish needs a compelling narrative attached to it.”

Inbound Change
change that happens
to people

Outbound Change
change that we produce ourselves.
Curated Kits

Drones
Experiential Retail

Fast Casual Retail

sweetgreen
Autonomous Cars

Sharing Economy
Connected Toys  Voice Control
4 Steps From Jane McGonigal

Collect signals from the future
Combine signals into forecasts
Create personal foresight
Play with the Future
Thanks!!

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Aging Advances and Emerging Adulthood
“Pensioner’s Playground.” The Guardian. Martin Rickett/PA.
https://www.theguardian.com/society/gallery/2008/jan/30/pensioners.playground

Curated Kits and Drones
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https://techcrunch.com/2017/02/13/birchbox-to-launch-a-second-more-personalized-beauty-subscription-service

Fast Casual and Experiential Retail
"Sephora Opens 400th Store, Brings Beauty TIP Workshop Concept to Chicago." Design:Retail.
"Apple Just Showed Dying Retailers Like Sears How Retail Should Be Done." The Street.
https://www.thestreet.com/story/14302587/1/apple-knows-how-to-run-a-retail-store.html

Autonomous Cars and Sharing Economy
Lyft. https://www.lyft.com/app

Connected Toys and Voice Control